

10904NAT

DIPLOMA OF SOCIAL MEDIA MARKETING

CRICOS Course Code 105525J

Perth and Adelaide



Why Choose This Course?

1. Highly practical and hands-on
2. Rapidly growing industry
3. Unique - only formal qualification
4. Accelerate your career



Scan here for more information

Why Choose Stanley College?

- More than 100 hours of Work-based Training organised by Stanley College.
- Gain practical skills that make you work-ready.
- 4 campuses across Australia (Perth and Adelaide)
- Flexible commencement dates.
- Gain credit at Australian Universities.

Course Intake Dates

2023 2 Jan, 13 Mar, 22 May, 7 Aug, 2 Oct
2024 8 Jan, 18 Mar, 27 May, 5 Aug, 7 Oct

Campus

Perth and Adelaide

Tuition Fee

Domestic Student AUD \$4,900
International Student AUD \$8,600

Material Fee

AUD \$550

Course Duration

52 weeks

Delivery Mode

Face-to-face and
Online Mode

Academic Entry Requirement

Completion of year 12 or equivalent

English Proficiency Entry Requirements

Upper-Intermediate Level of English
OR IELTS Test Score of 5.5 OR,
Other recognised English Language tests such as:

- TOEFL iBT: 46-59
 - PTE Academic: 42
 - Cambridge English: 162
 - OET: C Grade
 - Duolingo English Test: 85-90
 - CEFR Levels / Oxford Test: B2
- OR

Completion of Australian qualifications, evidence of certificate III level (minimum duration 26 weeks) or above

Career Outcomes

- Social Media Specialist / Coordinator
- Social Media Analyst
- Marketing Coordinator
- Content Specialist / Coordinator
- Social Media Strategist
- Online Community Manager
- Brand Coordinator

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Course Content

Students must successfully complete the following units:

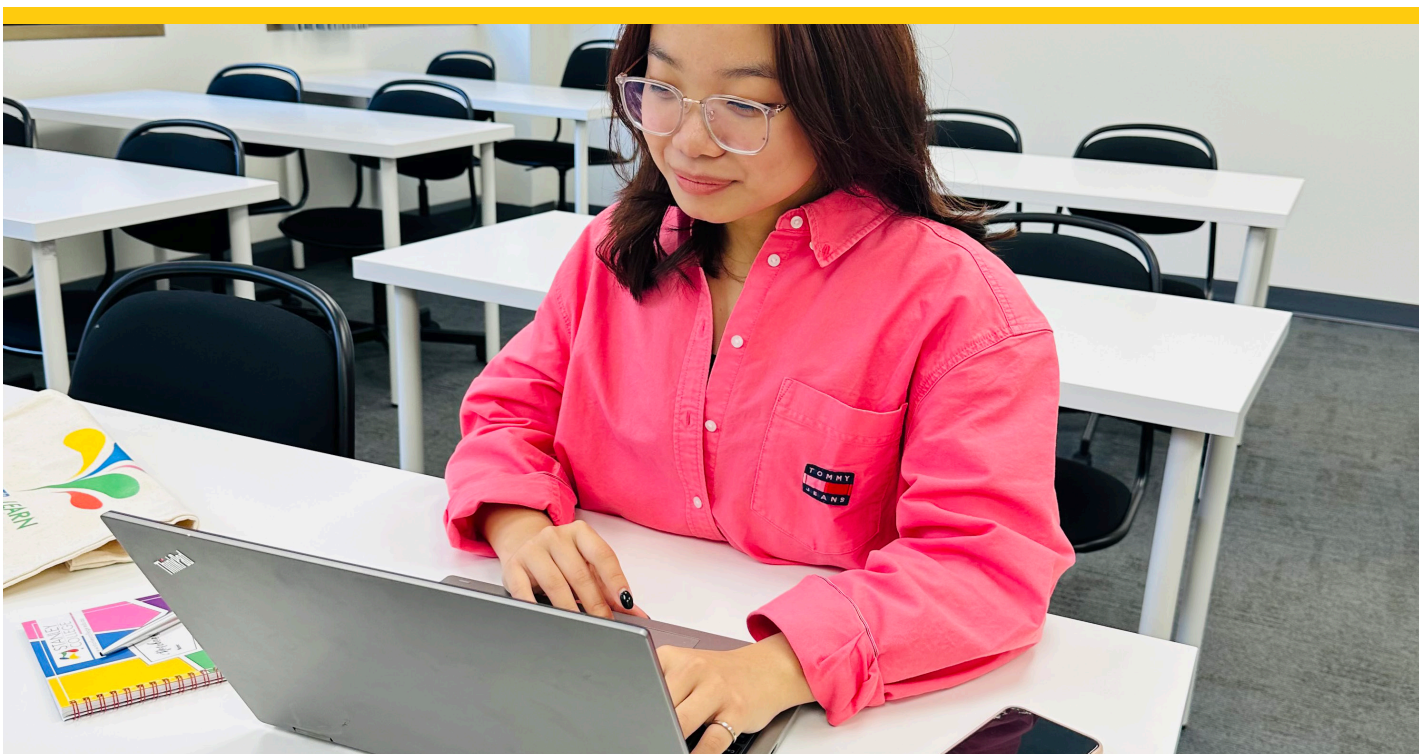
- NAT10904001 Plan, implement and manage content marketing
- NAT10904002 Plan, conduct and optimise organic social media marketing
- NAT10904003 Plan, manage and optimise paid social media advertising
- NAT10904004 Establish, build and leverage a personal brand on social media
- NAT10904005 Plan, implement and manage social media conversion strategies
- SIRXMKT006 Develop a social media strategy
- BSBFIN501 Manage budgets and financial plans
- BSBPMG430 Undertake project work
- BSBMKG552 Design and develop marketing communication plans



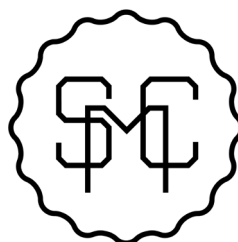
*to be successful in this course, you will need to have:

- High-level language, literacy and numeracy levels - sufficient to interpret complex documents, prepare written reports and prepare budget spreadsheets.
- Intermediate level computer literacy skills - sufficient to navigate all digital channels and social media platforms

To be read in conjunction with further course information available on the Stanley College website. Please visit : www.stanleycollege.edu.au



Stanley College is an official partner of:



**SOCIAL
MEDIA
COLLEGE**